

## CLAIMS

We claim:

1. A method for delivering an interactive media presentation to a client terminal comprising:

5 providing a computer system comprising i) a server, ii) a media repository comprising a computer memory encoded with at least one content definition and at least one media file, and iii) a user profile repository comprising a computer memory encoded with at least one user profile, wherein the server, the media repository and the user profile repository are electrically connected, and wherein the server is electrically connected to a computer network for communication with at least one client terminal;

receiving a request from a client terminal to provide an interactive media presentation to the client terminal;

retrieving a content definition corresponding to the requested interactive media presentation from the media content repository, wherein the content definition comprises at least one scene, wherein each of the scenes comprises at least one display element and a transition;

transmitting the retrieved content definition to the client terminal;

receiving a request from the client terminal for a first media file corresponding to a display element of a first scene in the content definition;

retrieving the first media file from the media repository;

20 transmitting the first media file to the client terminal;

receiving a request from the client terminal for a second media file corresponding to a display element of a second scene in the content definition, wherein the selection of the second scene is based upon the transition of the first scene;

retrieving the second media file from the media repository;

5 transmitting the second media file to the client terminal.

2. A method according to claim 1, wherein the transition of the first scene utilizes user profile information retrieved from the user profile repository to select the second scene to be displayed.

3. A method according to claim 2, further comprising:

receiving a request from the client terminal for user profile information stored within the user profile repository;

retrieving the requested user profile information from the user profile repository; and

15 transmitting the requested user profile information to the client terminal.

4. A method according to claim 1, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal to select the second scene to be displayed.

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5. A method according to claim 1, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal and user profile information retrieved from the user profile repository to select the second scene to be displayed.

5 6. A method according to claim 5, further comprising:  
receiving a request from the client terminal for user profile information stored within the user profile repository;  
retrieving the requested user profile information from the user profile repository; and  
transmitting the requested user profile information to the client terminal.

7. A method according to claim 1, wherein the first scene comprises a plurality of non-interactive data elements and a plurality of interactive data elements.

15 8. A method according to claim 7, wherein the second scene comprises a plurality of non-interactive data elements and a plurality of interactive data elements.

9. A method according to claim 7, wherein each of the plurality of interactive data elements corresponds to a prospective second scene.

20 10. A method according to claim 9, further comprising:

receiving interactive input data provided by the user at the client terminal; and  
storing the interactive input data in the user profile repository.

11. A method according to claim 1, wherein the first media file comprises a streaming  
5 video file.

12. A method according to claim 9, wherein the second media file comprises a  
streaming video file.

13. A method according to claim 1, wherein the client terminal comprises a personal  
10 computer.

14. A method according to claim 1, wherein the client terminal comprises a personal  
digital assistant.

15. A method according to claim 1, wherein the client terminal comprises a  
15 interactive television set-top box.

16. A method according to claim 1, wherein the client terminal comprises a cellular  
20 telephone.

17. A method according to claim 1, wherein the server utilizes an open-source processing platform.

5 18. A method according to claim 17, wherein the server utilizes a Java-based processing platform.

19. A method according to claim 1, further comprising:  
generating a list of selected users by comparing each of the user profiles in the user  
10 profile repository with a set of selection criteria;  
transmitting a notification describing the availability of an interactive media presentation  
to each of the users in the list of selected users.

20. A method according to claim 19, wherein the step of transmitting a notification  
15 further comprises sending an e-mail.

21. A method according to claim 19, wherein the step of transmitting a notification  
further comprises activating a message light on an interactive television set-top box.

20 22. A method for delivering an interactive media presentation to a client terminal comprising:

providing a computer system comprising i) a server, ii) a media repository comprising a computer memory encoded with at least one content definition and at least one media file, and iii) a user profile repository comprising a computer memory encoded with at least one user profile, wherein the server, the media repository and the user profile repository are electrically connected, and wherein the server is electrically connected to a computer network for communication with a web service provider and at least one client terminal;

receiving a request from a client terminal to provide an interactive media presentation to the client terminal;

retrieving a content definition corresponding to the requested interactive media presentation from the media content repository, wherein the content definition comprises at least one scene, wherein each of the scenes comprises at least one display element and a transition;

transmitting the retrieved content definition to the client terminal;

receiving a request from the client terminal for a first set of web services data corresponding to a display element of a first scene in the content definition;

retrieving the first set of web services data from the web services provider;

transmitting the first set of web services data to the client terminal;

receiving a request from the client terminal for a second set of web services data corresponding to a display element of a second scene in the content definition, wherein the selection of the second scene is based upon the transition of the first scene;

retrieving the second set of web services data from the media repository;

transmitting the second set of web services data to the client terminal.

23. A method according to claim 22, wherein the transition of the first scene utilizes user profile information retrieved from the user profile repository to select the second scene to be displayed.

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24. A method according to claim 23, further comprising:  
receiving a request from the client terminal for user profile information stored within the user profile repository;  
retrieving the requested user profile information from the user profile repository; and  
transmitting the requested user profile information to the client terminal.

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25. A method according to claim 22, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal to select the second scene to be displayed.

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26. A method according to claim 22, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal and user profile information retrieved from the user profile repository to select the second scene to be displayed.

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27. A method according to claim 26, further comprising:

receiving a request from the client terminal for user profile information stored within the user profile repository;

retrieving the requested user profile information from the user profile repository; and

transmitting the requested user profile information to the client terminal.

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28. A method according to claim 22, wherein the first scene comprises a plurality of non-interactive data elements and a plurality of interactive data elements.

29. A method according to claim 28, wherein the second scene comprises a plurality of non-interactive data elements and a plurality of interactive data elements.

30. A method according to claim 28, wherein each of the plurality of interactive data elements corresponds to a prospective second scene.

15 31. A method according to claim 30, further comprising:

receiving interactive input data provided by the user at the client terminal; and

storing the interactive input data in the user profile repository.

32. A method according to claim 28, wherein a non-interactive data element  
20 corresponds to a streaming video file.



33. A method according to claim 22, wherein the client terminal comprises a personal computer.

5 34. A method according to claim 22, wherein the client terminal comprises a personal digital assistant.

35. A method according to claim 22, wherein the client terminal comprises a interactive television set-top box.

10 36. A method according to claim 22, wherein the client terminal comprises a cellular telephone.

15 37. A method according to claim 22, wherein the server utilizes an open-source processing platform.

38. A method according to claim 37, wherein the server utilizes a Java-based processing platform.

20 39. A method according to claim 22, further comprising:

generating a list of selected users by comparing each of the user profiles in the user profile repository with a set of selection criteria;

transmitting a notification describing the availability of an interactive media presentation to each of the users in the list of selected users.

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40. A method according to claim 39, wherein the step of transmitting a notification further comprises sending an e-mail.

41. A method according to claim 40, wherein the step of transmitting a notification further comprises activating a message light on an interactive television set-top box.

42. A computer system for delivering an interactive media presentation to a client terminal, the system comprising:

a computer server electrically connected to a computer network for communication with at least one client terminal;

a media repository electrically connected to the computer server, the media repository comprising a computer memory encoded with at least one content definition and at least one media file;

a user profile repository electrically connected to the computer server, the user profile repository comprising a computer memory encoded with at least one user profile;

a computer memory encoded with instructions for controlling the computer system to:

receive a request from a client terminal to provide an interactive media presentation to the client terminal;

retrieve a content definition corresponding to the requested interactive media presentation from the media content repository, wherein the content definition comprises at least one scene, wherein each of the scenes comprises at least one display element and a transition;

transmit the retrieved content definition to the client terminal;

receive a request from the client terminal for a first media file corresponding to a display element of a first scene in the content definition;

retrieve the first media file from the media repository;

transmit the first media file to the client terminal;

receive a request from the client terminal for a second media file corresponding to a display element of a second scene in the content definition, wherein the selection of the second scene is based upon the transition of the first scene;

retrieve the second media file from the media repository; and

transmit the second media file to the client terminal.

43. A computer system according to claim 42, wherein the transition of the first scene utilizes user profile information retrieved from the user profile repository to select the second scene to be displayed.

44. A computer system according to claim 43, wherein the computer memory is further encoded with instructions for controlling the computer system to:

receive a request from the client terminal for user profile information stored within the user profile repository;

5 retrieve the requested user profile information from the user profile repository; and

transmit the requested user profile information to the client terminal.

45. A computer system according to claim 42, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal to select the second scene to be displayed.

46. A computer system according to claim 42, wherein the transition of the first scene utilizes interactive input provided by a user at the client terminal and user profile information retrieved from the user profile repository to select the second scene to be displayed.

15 47. A computer system according to claim 46, wherein the computer memory is further encoded with instructions for controlling the computer system to:

receive a request from the client terminal for user profile information stored within the user profile repository;

20 retrieve the requested user profile information from the user profile repository; and

transmit the requested user profile information to the client terminal.

48. A computer system according to claim 42, wherein the server utilizes an open-source processing platform.

5 49. A computer system according to claim 48, wherein the server utilizes a Java-based processing platform.

50. A computer system for delivering an interactive media presentation to a client terminal, the system comprising:

10 a computer server electrically connected to a computer network for communication with a web services provider and at least one client terminal;

15 a media repository electrically connected to the computer server, the media repository comprising a computer memory encoded with at least one content definition and at least one media file;

20 a user profile repository electrically connected to the computer server, the user profile repository comprising a computer memory encoded with at least one user profile;

a computer memory encoded with instructions for controlling the computer system to:

receive a request from a client terminal to provide an interactive media presentation to the client terminal;

25 retrieve a content definition corresponding to the requested interactive media presentation from the media content repository, wherein the content definition comprises

at least one scene, wherein each of the scenes comprises at least one display element and a transition;

transmit the retrieved content definition to the client terminal;

5 receive a request from the client terminal for a first set of web services data corresponding to a display element of a first scene in the content definition;

retrieve the first set of web services from the web services provider;

transmit the first set of web services data to the client terminal;

10 receive a request from the client terminal for a second set of web services data corresponding to a display element of a second scene in the content definition, wherein the selection of the second scene is based upon the transition of the first scene;

retrieve the second set of web services data from the media repository; and

transmit the second set of web services data to the client terminal.

15 51. A computer system according to claim 50, wherein the transition of the first scene utilizes user profile information retrieved from the user profile repository to select the second scene to be displayed.

20 52. A computer system according to claim 51, wherein the computer memory is further encoded with instructions for controlling the computer system to:  
receive a request from the client terminal for user profile information stored within the user profile repository;

retrieve the requested user profile information from the user profile repository; and  
transmit the requested user profile information to the client terminal.

53. A computer system according to claim 50, wherein the transition of the first scene  
5 utilizes interactive input provided by a user at the client terminal to select the second scene to be  
displayed.

54. A computer system according to claim 50, wherein the transition of the first scene  
utilizes interactive input provided by a user at the client terminal and user profile information  
10 retrieved from the user profile repository to select the second scene to be displayed.

55. A computer system according to claim 54, wherein the computer memory is  
further encoded with instructions for controlling the computer system to:  
15 receive a request from the client terminal for user profile information stored within the  
user profile repository;

retrieve the requested user profile information from the user profile repository; and  
transmit the requested user profile information to the client terminal.

56. A computer system according to claim 50, wherein the server utilizes an open-  
20 source processing platform.

57. A computer system according to claim 56, wherein the server utilizes a Java-based processing platform.

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